

America Recycles

Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

2019 America Recycles Summit

Executives from industry, federal, state, tribal, and local government, and trade associations will commit to continue working together over the next year to build on their successes and implement a national framework for advancing the U.S. recycling system, including establishing a national goal to increase recycling.

Time: Friday, November 15th ~10:10am – 1:00pm. Participants will be asked to arrive 1 hour early to clear security.

Location: Map Room (WJC East Rm 1153).

Press Details: Open to press

Objectives:

- Introduce charter members of the new WasteWise Recycling Demand Challenge.
- Celebrate America Recycles workgroup accomplishments and deliverables.
- Make a public commitment to work together on the actions identified in the *Framework to Advance the U.S. Recycling System*.
- Exchange ideas on any additional actions that are needed to improve recycling in America.
- Inspire further action by attendees in improving recycling. Actions could include joining workgroups and identifying additional commitments they will take to improve recycling.

Participants: 100-200 organizations including the America Recycles Day pledge signers and the America Recycles Workgroup members.

Proposed Format:

9:30am – Light refreshments (e.g. coffee, tea)

10:10am – Welcome and Introduction of Administrator Wheeler by OLEM Assistant Administrator Peter Wright

10:15am – Opening remarks from Administrator Wheeler

- Thank workgroup participants
- Provide highlights from the morning Roundtable.
- Announce Release of National Framework to Advance the US Recycling System
- Announce WasteWise 25th anniversary.
- Announce launch of the new “Recycling Demand Challenge” within WasteWise and recognize the Charter participants (official launch will have occurred at Roundtable, this will just be announcing to the larger group).
- Acknowledge that there are other events going on across the country in celebration of America Recycles Week.

10:25am – Importance of the regional perspective in advancing recycling – short remarks from Region 2 Administrator Pete Lopez.

America Recycles

Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

10:35am – America Recycles Network Accomplishments and Future Actions. Each presentation will focus on key products/deliverables and be forward-looking, highlighting plans for projects in 2020 and beyond.

- Overview of America Recycles efforts and progress since the 2018 summit (EPA)
- Presentation of Key Deliverables and Next Steps/future actions
 - Recycling definition and Recycling System Map (EPA and EREF)
 - Additional/Future Measurement-related actions
 - Key Messages and Info-graphic (KAB, TRP, SPC)
 - Additional/Future Education and Outreach actions
 - Launch of Recycling Demand Challenge (EPA, Waste Management, TRP)
 - Additional/Future Market Development actions
 - Launch of the Virtual Clearinghouse (Chamber of Commerce Foundation, ISRI, KAB)
- Potentially 2-4 additional announcements (TBD)
 - Include one or more announcements about other events going on around the country
 - Opportunity for other partners to announce items (e.g. KAB highlights on town hall meetings)

11:35am – Facilitated panel discussion. EPA-moderated panel discussion with senior leaders from across the supply chain (our America Recycles steering committee member organizations). Looking to the future - what additional actions are needed? What are the gaps, and how can current pledge signers who haven't joined the workgroups get involved? The audience will be engaged through a virtual polling app such as "Poll Everywhere" and/or Sli.do.

12:15pm – Questions through Facebook Live. Take a limited number of additional questions from the audience and through Facebook Live.

12:45pm – Closing remarks from Assistant Administrator Peter Wright. Summarize key commitments and highlight proposed actions. Reiterate specific asks for the audience (i.e. to join a workgroup, join Recycling Demand Challenge). Invite recent pledge signers to join workgroups.

1:00pm – Adjourn and Networking